

# ***SOUTHERN ILLINOIS***

## **business bulletin**

SOUTHERN ILLINOIS UNIVERSITY  
VOL. 9

WINTER, 1959

CARBONDALE, ILLINOIS  
NO. 1



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CHICAGO



## ENGINEERING SCHOOL WOULD SERVE NEEDS OF STUDENTS, INDUSTRIES

By John A. Cochran

Since Southern Illinois University is serving the basic educational needs of some thirty-one counties in the State of Illinois with a population in excess of one million people, it seems reasonable that these educational services should be extended to include certain basic engineering fields.

Some 10.5 per cent of all American college students today are specializing in the area of engineering. This percentage is likely to increase in the years ahead to meet the present and increasing demands of industry for more graduate engineers. But the students of southern Illinois who attend Southern Illinois University are denied this opportunity of specializing in, and receiving a degree in, engineering.

It is not enough to say that students in the southern third of the state wishing to go into the field of engineering can go to schools of engineering located in the northern half of the state. The same can be said about the fields of specialization already offered at Southern Illinois University, such as teacher training, for example. It is possible for students from this area wishing to become teachers to go to one of the other five state-supported educational institutions in Illinois offering such training. The fact is that many area students *prefer* instead to take such educational programs at the state-supported university which is located in their part of the state. The same preference undoubtedly would be expressed by many would-be engineers in this area, as is already evident on the part of would-be teachers, would-be businessmen, accountants and other specialists.

### KEY TO AREA INDUSTRIAL DEVELOPMENT

In addition to the importance of providing the kind of education wanted and needed by students in the area served by Southern Illinois University, a further important point is that the establishment of a School of Engineering at Carbondale can be an important aid in attracting new industrial plants into the area of southern Illinois.

For many companies engaged in light manufacturing or electronics, the presence of an engineering program may be an important item on their list of factors to be considered in locating a new plant. For example, the Magnavox Company recently located a new plant in Urbana. One of the reasons publicly given for this decision on plant location was the nearness to the College of Engineering of the University of Illinois.

Electronics companies have located plants in Arizona near the state School of Engineering in order to take advantage of the educational facilities provided there. Refresher courses for plant engineers—as well as the opportunity for plant workers to take various university engineering and tech-

nical courses to upgrade themselves—are important advantages for a company's personnel management program. Consulting services can also be provided area companies by the engineering faculty.

It is generally recognized that an important objective of many leaders in southern Illinois is to attract more industry to this part of the state in order to raise the average income of people in the area through the provision of more jobs. Establishment of a School of Engineering at Southern Illinois University would materially aid in increasing the attractiveness of locating new plants in this area.

### STUDENT INTEREST AT SOUTHERN IN ENGINEERING

Presently there is great student interest at Southern Illinois University in the possibility of securing a degree in engineering.

(continued on page 3)

### NEW EDITOR ASSUMES DUTIES

With this issue, Kenneth M. Thompson becomes a co-editor of the *Business Bulletin* replacing William B. Hastings. Mr. Hastings resigned from the School of Business faculty at the end of the 1953-54 summer term to become general manager of Mammoth Department Store at Mt. Vernon, Illinois.

Mr. Thompson, lecturer in management in the School of Business, received the Ph.D. degree in labor and industrial management from the State University of Iowa. Before coming to SIU in 1951, he was associate professor of economics at Louisiana State University. He is the author of the book, *Profit Sharing*, and co-author of *The Louisiana Economy and Unemployment*.

Edmund C. Hasse, instructor in the Information Service, continues as co-editor of the *Business Bulletin*, a position he assumed in 1954. He is a graduate of the School of Journalism at the University of Missouri and has a master's degree in communications from SIU.

Mr. Hasse joined the SIU Information Service in 1953 after serving as United Press correspondent for five years.

### SOUTHERN ILLINOIS BUSINESS BULLETIN

WINTER, 1954  
Vol. 9 No. 1

The *Southern Illinois Business Bulletin* is published quarterly by the School of Business, Southern Illinois University, Carbondale. Second class mail privileges authorized at Carbondale, Illinois. Signed articles do not necessarily reflect the views of the *Business Bulletin*, the School of Business, or Southern Illinois University.

Subscription is free

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# **EAT IMPACT ON AREA PROMISED Y KASKASKIA RIVER DEVELOPMENT**

the beginning of construction of the Carlyle in October was an important milestone in the proposed development of the entire Kaskaskia River valley. Early in the previous month, a conference was held at Carlyle to explain engineering plans for the project to area business and civic leaders. They were informed of the outstanding opportunities the development offered for recreation and industrial expansion, and they also were alerted to some of the existing problems facing many communities which would be directly affected by the construction project.

Among the speakers were leading engineering authorities, recreation specialists, and city planners. Brigadier General Herbert D. Vogel, chairman of the board of the Tennessee Valley Authority, drew comparisons to show how the Kaskaskia development might parallel that of TVA. Everett T. Miller, executive vice-president of the Mississippi Valley Association, painted a bright picture for industrial expansion in this area.

Excerpts from the engineering plans for the river, presented at the meeting called by the Kaskaskia Valley Association, and portions of the addresses given there follow:

## **Plan of Kaskaskia Basin Development:**

The plan adopted consists of two multiple-purpose reservoirs with dams located at Shelbyville, approximately 222 miles above the mouth of the Kaskaskia River, and at Carlyle, approximately 107 miles above the mouth. Levees would be constructed to protect the agricultural areas between Mendon and Vandalia and below Carlyle. Protection would be provided for the village of New Athens.

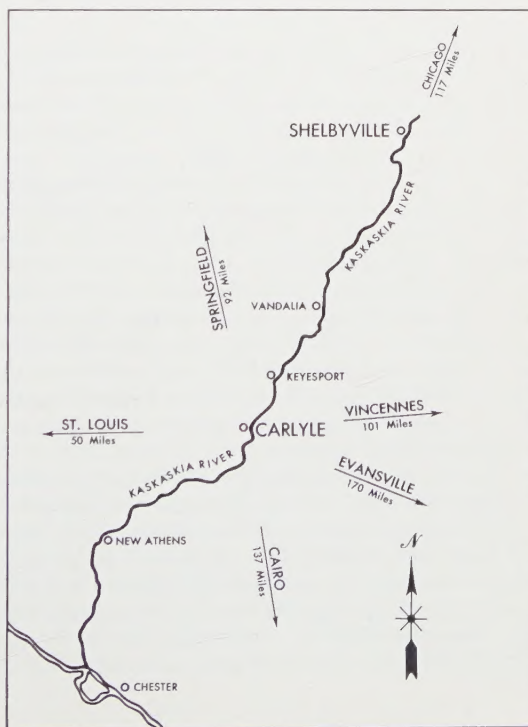
The plan offers a comprehensive, unified valley development affording protection to approximately 100,000 acres and partial protection to an additional 100,000 acres of fertile bottom lands in the Kaskaskia valley.

Benefits from the plan of reservoirs are not limited solely to flood control in the Kaskaskia valley. In addition to reducing crop and property damage, storage in the reservoirs would provide for municipal and industrial water supply, benefits to navigation, and recreational development. The reservoirs would also effect important flood reductions in the middle and lower Mississippi River and aid navigation through releases to augment low flows in the Mississippi River. In addition, the over-all project would provide many intangible benefits, including alleviation of human suffering, a general revitalization of the economic life of the Valley, and encouragement of industrial and civic development.

The cost of the over-all plan, somewhere between \$100 million and \$200 million, will not be borne entirely by the Federal Government. With reference

to construction of the levees for protection of agricultural areas and protection for the village of New Athens, local interests would be required to furnish all lands, easements, rights-of-way; bear the costs of all property damage; provide necessary relocations and alterations to highways, roads, and bridges; relocate and adjust all utilities; construct drainage ditches; hold the United States free from any damages due to the construction work; and maintain and operate the projects after completion. In specific cases, local interests would be required to contribute funds toward the cost of construction of these projects where land enhancements occur. With respect to the reservoirs, local interests would be required to reimburse the Federal Government for the cost allocated to water supply storage and to make a cash contribution to the cost of the reservoirs based on special benefits for fish and wildlife, recreation, and land enhancement.

The Carlyle Dam and Reservoir was selected for initiation of advance planning studies in July 1954, and this first item of construction was initiated in October of this year. The plan provides for the construction of a dam across the valley of the Kaskaskia River about one mile upstream of Carlyle, two saddle dams on the reservoir rim, and remedial measures and relocations. The main dam will consist of a compacted earth-fill embankment and a concrete spillway section with tainter gates and sluices. The crest of the dam embankment will be approximately sixty-five feet above the river bed. The total length of the structure, including the spillway section, will be about 6,700 feet. The reservoir would have a capacity of approximately one million acre-feet of storage allocated to water supply, joint use, and flood control. The project would require approximately 1,600,000 cubic yards





of excavation, 8,500,000 cubic yards of earth embankment, and 130,000 cubic yards of concrete. At normal pool, the Carlyle Dam would have a water surface area of some 26,000 acres, approximately four times that of Crab Orchard Lake. The reservoir would necessitate protection for the village of Keyesport; the Chicago, Burlington and Quincy Railroad crossing the pool between Keyesport and Boulder would be raised; approximately forty producing oil wells and pertinent facilities would require raising and protective measures instituted to permit continued operation. Existing local roads, oil lines, power and transmission lines, water supply facilities, and several cemeteries would require relocation or remedial measures.

The Shelbyville Dam and Reservoir to be located about one-half mile upstream from Shelbyville—approximately 115 miles above Carlyle Dam—would consist of a compacted earth embankment extending across the main valley and a concrete spillway section with tainter gates and sluices. The total length of the dam, including the spillway, will be approximately 3,000 feet, with the crest of the embankment approximately 90 feet above the valley floor. The reservoir would have a storage capacity of approximately 700,000 acre-feet. The project would require approximately two million cubic yards of earth embankment and 175,000 cubic yards of concrete. At normal pool, Shelbyville Dam would have a water surface area of approximately 11,500 acres (which is about twice that of Crab Orchard Lake) and a shore line distance of approximately 115 miles. The reservoir would require relocations and remedial measures to railroads, highways, and utilities.

Public-use areas and a limited amount of recreational facilities will be provided adjacent to the Carlyle and Shelbyville Reservoirs at desirable locations.

The project for Shelbyville Dam and Reservoir, which was authorized recently, now moves into the preconstruction planning phase. As soon as funds are made available, work will be initiated on preparation of design memoranda.

No provision is included in the presently authorized projects for improvement of the Kaskaskia River for navigation. In August 1954, the Committee on Public Works, U. S. Senate, adopted a resolution directing a study to determine the advisability of improvements for navigation on the Kaskaskia River. A survey report is presently under way. The plan of improvement under consideration includes one or two dams with navigation locks, channel straightening and clearing, overbank cut-offs, and bridge modifications. The project would provide a nine-foot depth for modern barge transportation along the lower fifty miles of the river. It would also augment local economy and would attract outside industry by providing a source of cheap transportation. Cost of this project will need to be weighed against the benefits that would result from the improvement. Economic feasibility is a primary criterion in determining the eligibility of

a project for authorization for construction.

### **Everett T. Winter, Executive Vice-President Mississippi Valley Association:**

With the start of construction on Carlyle, you are immediately going to have an influx of workers for the actual building of the reservoir. Many of the people will live in mobile homes, some of the will commute from cities and towns as much as fifty miles distant. These people will not be particularly hard to absorb in normal community life.

When construction on Carlyle Reservoir starts the probabilities are that the Corps of Army Engineers will come to your Chamber of Commerce and to the Kaskaskia Valley Association to determine whether they, the Army Engineers, will provide housing for the workers on the project or whether you as a community wish to take on this responsibility. Your answer will be very important.

With long range planning, the housing that you will need for workers during the construction period can be used by your permanent residents including those that are brought into your community when the reservoir is in operation and functioning.

Based on the experience of other communities in somewhat similar circumstances, it is reasonable to assume that from the time that Carlyle Reservoir is closed you will have a population increase of about 10 per cent per annum for the next ten to fifteen years. You will have a minimum of 5 per cent per year thereafter.

In my opinion, you are going to have two separate and distinct problems. The first one will be to take care of the increased population that is naturally going to migrate to your community, and the second problem will be to promote in an orderly fashion the bringing into the valley of new industries that are so vitally needed. I believe that you are going to have to have two separate, well-financed and capable committees to handle these two separate problems. . .

Perhaps it is an old-fashioned notion on my part but I believe that a carefully selected group of people who have lived in and who know the Kaskaskia Valley and its people will be more capable of meeting this situation than will any group brought in from the outside.

On the housing and its related problems, a committee should be set up to work with your county and city officials and with your board of education to work out a sensible, a possible and an adequate plan for happy living in the community. This in my opinion, even with all of its ramifications, will be the simpler of the two jobs. Zoning ordinances must be passed; schools and hospitals must be carefully planned, carefully located and adequately financed. The growth of your cities will undoubtedly require a sizable expenditure of money for sewage treatment. This might have to be coordinated with industrial development so that the new growth asset of an adequate supply of water will not be destroyed by either organic or inorganic





BLASTING FOR CARLYLE DAM

ution...  
the second organized committee will have a tremendous job. It will be the job of this committee to tabulate the assets of the community, including its resources, minerals, forest, agriculture and timber. This committee will have to be ready to tell prospective industries what industrial sites are going to cost. They must be prepared to tell industry of the availability of high quality labor, timber and how much natural gas, coal and other materials are available. These are the economic factors which reduce investment costs and operating costs of new industries. You are going to have low cost water available for processing coal and transportation, and all of these economic factors must be exploited by new basic industries.  
It seems to this layman that you are in a very strategic position to invite the petro-chemical and chemical industries into this area. It seems to me that mining of coal and processing of coke and chemicals will become economically feasible with a well planned development.  
The burning of coal and coke will provide fly ash, a valuable admixture for cement for construction of oil wells. An integrated approach to the range development of timber is suggested, which includes a detailed evaluation of kraft paper and cellophane plants. A viscose plant is a satellite of a wood pulp plant, and a tire plant may be regarded as a satellite of a viscose fiber plant and a petro-chemical plant that produces black and synthetic rubber. I cite these just as examples to demonstrate the value of an integrated plan for the effective industrial development of the area. The history of this Kaskaskia Valley indicates that a rapid industrial development has not been possible because of the inadequate supply of condensed water. Now is the time to adopt sound policies for the industrial development of this area, and requires consideration of the natural advantages that already exist and also a recognition of

the potential advantages that can now be created.

Your area produces oil. Components from natural gas plants may serve as raw materials for petrochemical plants. Definitely your industrial development committee will want to study very carefully the possibilities of making this a petro-chemical industrial area. . .

There is no reason in the world why the Kaskaskia Valley cannot become a great playground as well as an industrial area. Being a little more than an hour's drive from the St. Louis Metropolitan area and not much farther from the Chicago Metropolitan area, the water that you impound is going to attract fun seekers by the thousands.

Until 1953, when Congress changed the law prohibiting the Army Engineers from doing so, the engineers acquired a strip of land around the reservoirs they created. The acquisition of this land by the Federal government made it possible to put restrictions and limitations on the use of the land.

Around reservoirs built since 1953 there is no such protective strip of land. There will be none around Carlyle or other reservoirs in this Valley. My guess, however, is that the State of Illinois has an adequate zoning law that can be invoked for the protection of those people who want water front sites for industry, for subdivisions for homes, for summer cottages; and you may even have a place for the man with a speed boat concession, the man who sells night crawlers for bait or rents boats to the out-of-towners. Some one may want to build a nice resort hotel.

### **Karl G. Johanboeke, Recreation Planner, U. S. Army Engineers:**

If not the greatest, certainly the most immediate impact upon the region in which the Carlyle Reservoir is located will be made by people who visit the area to avail themselves of the recreational opportunities which the reservoir offers. . .

The population within the fifty-mile radius zone of influence of the Carlyle Reservoir was 1,926,000 in 1950. The Department of Commerce, St. Louis, Missouri, office, utilizing data of the "Sales Management Survey of Buying Power," has projected the census figures of 1950 to 2,210,000 by 1957 and 2,893,000 by 1965. Taking into consideration time distance factors and the dearth of areas within reasonable traveling distance presenting comparable environment and recreational opportunities and using as a base the 2,893,000 population within the fifty-mile zone of influence by 1965, the estimated total visitor-days to the Carlyle Reservoir in that year is estimated to be 1,162,000. It is estimated that there will be an additional 232,000 visitor-days resulting from people who reside beyond the fifty-mile zone of influence.

Of the total 1,394,000 visitor-days estimated by 1965, eight thousand visitor-days represent visits to the reservoir primarily for the purpose of waterfowl hunting. Persons visiting the reservoir primarily for fishing will total 592,000 visitor-days. Visits to the reservoir primarily for other recrea-



tional purposes, such as sight-seeing, swimming, boating, picnicking, and all other recreational pursuits other than hunting and fishing will total 794,000 visitor-days. . .

Planning has progressed to a point that it is possible to give at this time certain general indications of the types of recreational development envisioned for the vicinity of the dam. U. S. Army Engineers will provide picnicking, parking, and fishing facilities in the area immediately below the dam, and picnicking and boat launching and parking facilities on both shores of the reservoir relatively close to the dam.

Co-ordination with the State of Illinois indicates the State's interest in assumption of responsibility for some development for the public, and agreements have been reached that the area above the CB&Q Railroad crossing has a tremendous potential for fish and game management and public hunting and fishing. It is agreed that in general this area's highest potential for public recreation is fishing and game management, and consequently, it is expected that much of this area will be made available to the Illinois Department of Conservation for such purposes. In addition to the sites in the vicinity of the dam, the U. S. Army Engineers plan to provide some boat launching ramps and parking and comfort facilities at some strategically placed locations along the shores of the reservoir, and it is expected that many more will be provided by state and local governments and private concessionaires.

#### **Brigadier General Herbert D. Vogel, Chairman of the Board, Tennessee Valley Authority:**

Here in the Kaskaskia Valley, you have your own special problems which include planning for flood control, developing adequate municipal and industrial water supplies, providing benefits for fish and wildlife, increasing crop yields by irrigation, enhancing the values of land, and stimulating recreation. You also have an interest in developing hydroelectric power to the extent possible. Your project, therefore, is of a multipurpose nature. Surely you are not unjustified in expecting to gain a variety of benefits from the work you are undertaking. It is good to know that you have assumed this task as a local responsibility and that you have engaged the support of a wide variety of interests.

The agency which will assist you in your planning and do the construction is the Corps of Engineers, an organization worthy of your confidence, and one which will strive to achieve maximum benefits for both local and national interests. The Kaskaskia Valley Association is the catalyst needed to stimulate planning and translate planning into action. It takes its place alongside other great river valley associations of the nation—a youthful but able partner to similar associations found on the Ohio, the Mississippi, the Red, the Arkansas, the Cumberland, and nearly every other important river in our country.

#### **A. J. Gray, Community Planner, Tennessee Valley Authority:**

Some of the discussions have described how Carlyle Dam and other units in the over-all plan for improvement of the Kaskaskia Valley will add to the resource base of the area by enlarging the available water, recreation, industrial, wildlife, and other resources.

But the dams and reservoirs are not the only improvements which will add to the basic resources of this region. As an example, I note that with the completion of the proposed Interstate Highway System, Carlyle Dam will be enclosed within a triangle of expressways, the apex of which will lie at St. Louis, and the base will be roughly parallel to the Kaskaskia Valley itself. These high-speed highways will greatly improve the facilities available to this area for the movement of goods and people to and from all parts of the nation.

Thus with the reservoirs to provide water for domestic, industrial, and recreation use, and the expressways to expand your transportation system, two of the key elements for the economic development of any area have been improved. This can mean that the Kaskaskia Valley will be in a better position to compete economically with other areas which, because of location or more abundant resources, may at the present time be in a more favored position.

This brings me to the point of these very brief comments. It seems clear that these new reservoirs and highways will result in significant changes in the Kaskaskia Valley. The extent to which the economy of the area is strengthened depends upon what you do to encourage the sound development of the Valley's resources. But it is important to understand that awareness of regional needs for industry or for recreation and an alertness to the opportunities brought by new dams or highways will not automatically solve all of your economic problems. You need some machinery through which you can act, and act effectively, in solving problems as they arise and take advantage of opportunities growing out of the proposed improvements.

#### **Frank A. Kirk, Department of Community Development, Southern Illinois University:**

I would like to review briefly some of the kinds of problems which you may encounter. First is the problem of uncertainty. The timetable on all the physical improvements is not yet known, and therefore the time when the impact of these changes can be expected cannot be predicted with any precision. Another element of uncertainty arises from the fact that different communities and different parts of the area will be affected in different ways and with different intensities. In other words, you can't be sure what to expect, nor when to expect it.

Second is the matter of population growth, both temporary and permanent. Population growth gives



# UDY FULLER UTILIZATION OF MISSISSIPPI VALLEY RESOURCES

By Charles C. Colby

Events of recent decades have focused attention on the many problems arising from the utilization of our natural and human resources. Over-production from our land, ever-increasing needs for water and minerals, obsolescence in our cities, unemployment and underemployment, and conflicts in jurisdiction of Federal, State and County agencies exemplify the nature and diversity of these resource problems. Progress in understanding these problems and in working out their solutions lags far behind the social and technological advances achieved in many other realms of public concern. As we settled the land and developed our industrial structure, we added to the problems of resource utilization by the ways in which we established our government patterns, organized our administrative functions, and expressed our social and economic preferences. Furthermore, these problems of utilization have been emphasized and reoriented because our population doubled from 1900 to 1950 and promises to increase even more rapidly in the coming second half of this century. Hence the speed and diversity of national development are exerting a powerful impact on the use of our basic resources.

The geographic pattern of North America emphasizes the vast extent and high productivity of the middle country. Our greatest display of grade and the major drainage systems are in the Central Lowlands. In this interior location of its land and water resources North America is unique among the continents. Inevitably this means that problems in the utilization of land and water resources in the interior confront the body politic in issues remarkable for both diversity and sheer

probably nowhere in America are the problems of land and water utilization more in evidence

than in the valley of the Mississippi River. This great stream arises in the lake country of northern Minnesota and following a general north-south line enroute to the Gulf of Mexico, transverses the Dairy Belt, the Corn Belt, the Cotton Belt and lesser displays of agricultural economy. Its immediate valley also contains industrial installations that make up the western fringe of the major American manufacturing belt extending eastward to the Atlantic. Its great cities—Minneapolis-St. Paul, St. Louis, Memphis, and New Orleans—mark the division between the western trans-continental railroads and the southern and eastern systems. Moreover, the center of population in the United States lies not far east of the Mississippi, and the central point in the land area of the country lies at a somewhat greater distance west of it. Hence, the Mississippi Valley, to a remarkable degree, serves as an index not only to the middle country but to the nation.

Southern Illinois fronts the middle sector of the Mississippi. It occupies a basin-like area where the Mississippi's major tributaries, the Missouri and Ohio Rivers, join the parent stream. From early times to the present, southern Illinois has been concerned intimately with the Middle Mississippi and Lower Ohio Rivers. Their waters and their bottom lands have presented both opportunities and problems in the past, and in all probability in the future the people of southern Illinois will continue to be concerned with these fluvial assets and liabilities.

In recognition of the inevitable importance of the Mississippi and Lower Ohio Rivers in the affairs of southern Illinois, there was launched at Southern Illinois University in 1957 an interdisciplinary research program under the general title of the Mississippi Valley Investigations. The program looks towards the present and potential interrelations of southern Illinois and contiguous areas with the Mississippi and Lower Ohio Rivers, and seeks to emphasize the utilization of natural and human resources along the valleys of these rivers. The

(over)

## SKASKIA

(continued from page 6)

to the need for the opening of new subdivisions in the construction of new housing, additional services and facilities such as schools, parks, water sewer systems and police and fire protection. . . Third is the provision of the sites and the services that would be required for new industry. . . Fourth problem will be that of providing the facilities and services needed by tourists. . . communities, you should be in a state of alertness and readiness to act. This means the citizens must be fully informed as events unfold in a mood to support the necessary actions. It is that the proper governmental machinery for gathering, planning and action must be functioning. And it certainly implies that today's problems especially those which are a legacy of past

misfortune and inaction, must be well under control so that the decks are cleared for the new tasks ahead.

**Victor A. Hyde, Bureau of Community Planning, University of Illinois:**

Within the area of planning, there is a definite need to relate the programs on the community level to other communities in the area and also to the over-all objectives for area development.

There will be need for the development of a comprehensive development plan for the entire basin. To do this will require research on a valley-wide basis to identify problems, indicate opportunities, and crystallize objectives. Such a research program should be undertaken only as a means of contributing to and providing a base for planning and action on these problems which cannot be solved in isolation.





PROFESSOR COLBY, one of the nation's foremost geographers, was land planning consultant for the Tennessee Valley Authority, and has held many other posts in government and in leading universities. His books include "A Pilot Study of Southern Illinois", published in 1956.

motivating idea is to utilize the findings of basic research in guiding public thought and enlightened action. Under the program, detailed studies are being undertaken by competent specialists on the faculty of the University, and an interdisciplinary faculty and administrative seminar serves as a clearing house to give unity and direction to the whole enterprise.

*EDITOR'S NOTE: In future issues, the BUSINESS BULLETIN will carry reports on some of the research projects being undertaken as part of the Mississippi Valley Investigations.*

## ENGINEERING

(continued from page 2)

ing an engineering degree here. There are over five hundred students now enrolled in certain basic science programs, which are important preparation for those interested in going into the various engineering fields.

More than two hundred students are majoring in the Applied Science program at Southern. The close relationship of this program to engineering studies is indicated by the fact that many graduates of this curriculum are able to obtain engineering jobs in industry. Nearly two hundred additional students are enrolled in Industrial Science or Industrial Education. Graduation from these programs may lead to engineering or sub-engineering jobs in industry. An added group of students aggregating more than one-hundred in number, are majoring in chemistry or physics. At least some of these students might be expected to enroll in

courses leading to an engineering degree, if such were offered.

Unfortunately, a number of these enumerated students will presently have to transfer to other more costly institutions if they wish to secure engineering degrees upon graduation.

It would be impossible to estimate how many additional students are deterred from coming to Southern Illinois University in the first place because of the lack of a degree-granting engineering program here. As the flood tide of additional students going to college increases in the years ahead, it is certain that the number of students wishing to take engineering at Southern Illinois University also would increase.

Since Southern Illinois University is the only major educational institution in the southern third of one county of Illinois, it is natural that the high schools in this area should look to SIU for educational leadership. If a School of Engineering were established at Southern, increased emphasis upon the importance of preparing high school students in such basic subjects as mathematics and the physical sciences would result. High school students in this area would realize that an engineering education was within their grasp and, hence, would be given greater motivation to concentrate on those high school subjects which would provide them with the needed basic subject-matter skills for engineering courses. Likewise, high school teachers in their summer vacations could take courses at Southern related to engineering and thus stimulate their awareness in vocational guidance of their students in the possibilities inherent in engineering fields.

It is well known that Southern Illinois University has a rapidly expanding student body. This sharp increase in student attendance at Southern will inevitably necessitate adding faculty and buildings to provide for greater student needs. Under these circumstances the addition of the faculty and physical facilities called for by a School of Engineering would involve little if any additional cost to the State of Illinois than would be incurred anyway.

Such program diversification is in fact greatly needed. Every University expects to add new programs and curricula as it grows in size and responsibility. This tendency is evident for both private and public universities throughout the country. An educational survey of postwar developments of higher educational institutions in the United States would indicate a very great expansion in new courses and curricula. In part, this program diversification is in response to the growing complexity of the world in which we live, which necessitates more highly trained specialists of all kinds.

The shortage of engineers in the United States (and our lag behind the Soviet Union) has been well publicized. Southern Illinois University is willing to assume its part of the responsibility for helping meet this critical national and state problem.



# **BUSINESS TRENDS REFLECTED ON JOB INTERVIEWING AT SIU**

**By Robert B. Vokac**

The calendar of job interviews arranged by the Southern Illinois University Placement Service indicates that the business outlook is improving. This appears to be a safe assumption, because past records of the Service have been accurate indicators of economic cycles.

The Placement Service is visited by hundreds of educational, industrial, business and governmental representatives each year seeking Southern's most assured product—its graduates and alumni. The employment representatives come not only from the surrounding community, but from most of the forty-nine states, territories and possessions. It is unusual to find on a typical interviewing day February representatives from a public accounting firm in St. Louis, a school system in New York City, a naval research laboratory in California, a Harrisburg school system, an oil company in Texas City, and a retailer in Mt. Vernon.

Requests for seniors and alumni arriving at the Placement Service from employment officials are varied as the curriculum of the University itself. The needs for qualified workers, ranging all the way from accountants to zoologists, are continually being filed with the office, and attempts are made to match the candidate's wishes with the employer's demands.

The Placement Service's strategic point-of-contact with business and industry makes it particularly sensitive to shifts in business activity. A quick review of the number of business and industrial representatives visiting the office over the past eight years will indicate to some extent the economic trends we have recently witnessed:

## **BUSINESS AND INDUSTRIAL EMPLOYMENT RECRUITERS**

	1952	1953	1954	1955	1956	1957	1958
	112	94	79	146	236	243	132

The rapid rise in visitations from 1951 to 1952 reflects the sharp build-up by industry to meet defense and consumer needs created by the Korean action. The slight relapse noticed after the ending of the Korean armistice and subsequent ceasefire is depicted in the figures for 1953 and 1954. The numerous company visitations in 1955, 1956 and 1957 are easily recognized as the outgrowth of unprecedented economic activity just prior to the readjustment of 1958.

One has only to glance at the spectacular drop in employment recruitment visits in 1958 to realize how acutely sensitive placement offices (and college graduates) are to business and economic activity. Perhaps placement at Southern Illinois University felt the economic dip more than some other schools, since many companies were limiting 1958 recruitment trips to only those schools

which offer engineering degrees.

Interestingly enough, however, while requests for personnel were depressed last year from previous periods, the starting salaries tended to reflect the upward spiral of inflationary pressures generated by competition for the top talent.

The University Placement Service has noticed a definite upturn in business sentiment with the booking of many firms for campus recruitment visits during the current academic year. Business executives are advised to appraise their personnel needs for next year and to begin screening eligible graduating seniors and graduate students during the winter and spring quarters. Consultations with the Placement Service staff are always welcomed and encouraged.

## **Mail-Order Recruitment**

In addition to the number of firms sending representatives to the campus to seek potential executives, managers and key staff members, many hundreds of employers contact the Placement Service either by phone or mail. In cases such as these, confidential papers are mailed to the employer of those applicants who seem to match the proper qualifications and requirements specified by the organization. In many cases interviews and mutually satisfactory employment result from these "mail-order" leads.

All graduates of the University are urged to register at the Placement office since the free service is well worth many times as much expenditure as a student (or alumnus) might make on his own seeking employment. Consider for a moment the cash outlay necessary if an individual wanted to visit the offices of those firms which were recruiting at the Placement Service on that single day back in February. Trips to New York, California, Kansas City, St. Louis, Mt. Vernon and Harrisburg would easily require a fund of several hundreds of dollars, not to mention the time lost by being away from classes and studies. By the same token, alumni quite often are not able to leave their current jobs, but registration with Placement insures that their names and records are brought to the attention of the proper prospective employers. Of course, an interview visit is usually necessary prior to any definite commitment, but often the trip is paid for by the company since an interest has already been developed in the applicant.

## **Job Locations**

SIU graduates are found in all forty-nine states and in forty foreign countries. The fact remains, however, that the vast majority of Southern's students do come from southern Illinois (i.e., the lower thirty-one counties in the state) although this trend has shifted from the historical 85 per cent to a present day ratio of slightly more than 70 per cent of the student body. Consequently, there is continually a strong motive for graduates to remain in the area. The fact that many are employed by up-state and out-of-state organizations is only a re-



lection of the paucity of industrialization in southern Illinois. As the University is permitted to be of greater educational service to the area by offering a more technical curriculum, industry will find a ready made supply of top-quality talent seeking local employment.

Area educational systems and businessmen have utilized the vast reservoir of Southern Illinois University personnel to the extent that 11,381 of the 20,356 alumni on the mailing list of the University's Alumni Office are currently located in southern Illinois. Another 3,615 alumni reside upstate in Illinois, and the remaining 5,360 reside in other states or foreign countries.

As industry continues to establish operations in

southern Illinois, employment opportunities will continue to increase for SIU graduates desiring local affiliations. In the meantime, however, while many area businessmen do contact the Placement Service for graduates and alumni, there are typically many more graduates desirous of local employment than is available and, therefore, only approximately 30 per cent of the employment-seeking graduates (in non-teaching fields) currently obtain employment in the lower thirty-one counties. While the State of Illinois attracts most of SIU's graduates, more graduates accept employment out-of-state than in southern Illinois itself. Many of these out-of-state graduates, as might be expected, are located in Missouri.

## GRADUATES EVALUATE TRAINING RELATIVE TO OWN CAREER PLANS

By Leonard J. West

The June, 1958 graduates of the School of Business have furnished an interesting evaluation of their educational experiences at Southern Illinois University in the light of their career plans.

More than half of them responded to a questionnaire just prior to graduation. The questionnaires were not signed, and the frank responses thus encouraged are expected to contribute to the continuous improvement of the educational program offered by SIU and, particularly, by the School of Business.

Here are some of the findings:

1. Most of the graduates get jobs directly related to their undergraduate fields of specialization. They are, apparently, adequately prepared for the jobs they desire.

2. The starting salary this year for a School of Business graduate is, typically, \$400 a month, with a \$300 to \$600 range.

3. The graduates have, however, rather unrealistic expectations of future earnings. By age fifty, our typical graduate expects to earn nearly \$17,000 a year, almost twice as much as the \$9,000 a 1956 Bureau of the Census survey indicates is typical of the earnings of the urban male college graduate at age fifty.

4. The chief values of their college education, they say, are: ability to think critically, to make decisions, exercise judgment; getting along with and understanding people; and, of course, vocational preparation.

5. Almost nine of every ten of our recent graduates would attend SIU if they "had it to do over again," and seven out of ten would specialize in the same field.

6. Four out of five feel that graduate work would be helpful to their long-term career plans,

and three out of five would take their graduate work at SIU. The School of Business has only recently been granted permission to offer graduate degrees, but the extent of interest in graduate work will serve as a spur to strengthen our graduate programs and to expand them in the direction of our graduates' interests.

7. Still on the credit side, the graduates, in the main, rate especially highly the more advanced and specialized courses in their major fields. But on the debit side, many of them display a disturbing narrowness of view in frequently low-rating courses not directly related to their immediate job plans.

8. With respect to guidance services offered by the University, graduating seniors did not feel they needed help in planning their collegiate program quarter by quarter. They voted, instead, for vocational and career information, such as educational requirements for careers in various fields, job opportunities and typical earnings in various fields. Nearly half the respondents to the questionnaire got their first post-graduation jobs with the aid of the University Placement Service, a service which is clearly filling a real need.

9. The graduating seniors were frank when invited to criticize their experiences in the School of Business. The chief plea was for better teaching. (The obverse of this coin, no doubt, would be a faculty plea for better students, for more enterprise and initiative on the part of students, and less student reliance on in-class activities exclusively.) In any event, students seem to want more emphasis on details in their courses, generalizations accompanied by more examples. They want their courses to treat of the business world "as it really is" (at any given moment in time, presumably).

These are observations that a wise faculty would heed, but, at the same time, not at the expense of preparation for long-term goals. Or perhaps there has been some failure on the part of the faculty to point out and to demonstrate the relevance of large parts of course content to important, long-range goals. In any event, our graduates have furnished a useful diagnosis of their educational experiences.



# OK-BEFORE-YOU-LEAP POLICY CAN MEAN INCOME TAX SAVINGS

By Ralph D. Swick

Managers, whether they be of family finances or of business organizations, try to choose the best way to do things. The choice is made after giving consideration to the "why," the "what," the "when," and the "how." Frequently taxpayers do not view the problem of federal income taxes as anything worthy of a manager's time. Instead it is looked upon as a problem to be referred to the accountants or lawyers sometime between January and April 15. Presumably those in the profession are expected to determine the pertinent historical business facts of the year just completed and compute the lowest legal tax liability.

In contrast to the historical approach to income taxes just mentioned, a manager may, during or prior to a tax year, compare or contrast the tax consequences of the various ways by which a job might be performed. It does not matter whether the job is teaching school, providing for a family, running a business. Other things being equal, it is assumed that the manager will select the way which results in the lowest tax.

It is this latter approach with which this article is concerned. Because of the scope of the subject, coverage or emphasis must be on the idea of a managerial approach to federal income tax rather than upon details. The idea, however, is illustrated by a number of hypothetical examples. Included herein are illustrations of timing of income, maximizing of deductions and of selecting the most advantageous form of payment of deductible items. Most of these savings are possible only if the taxpayer looks before he leaps.

**MAKE THE MOST OF TAX DEDUCTIONS.** An individual is accorded the privilege of itemizing certain of his deductions or of claiming a standard deduction of approximately 10 per cent of adjusted gross income. The government assumes that the taxpayer will examine his possible itemized deductions and will itemize only if the amount of such deductions exceeds the amount he could take under the standard deduction. By timing certain of his disbursements to concentrate them in alternate years the taxpayer may legally save a substantial amount in taxes.

For example, suppose a taxpayer normally contributes \$500 a year to his church. He might pay \$500 in advance, plus his regular year's contribution, so that his deduction for that item is \$1,000 in the one year. Next year he might claim the standard deduction even though he has no additional disbursements which can be claimed as itemized deductions.

Another illustration might show the desirability of "lump-summing" medical payments. The general rule,

of course, is that medical payments are deductible only to the extent that they exceed 3 per cent of adjusted gross income, unless the taxpayer is over sixty-five. A taxpayer facing the prospect of substantial medical payments in the following year may be able to defer payment of the current year's medical bill until next year. By so doing he could get a deduction because his medical payments would exceed 3 per cent of AGI. This would result in no hardship to those in the medical profession if the bill would normally be due near the end of the year anyhow. Courtesy to those in the medical profession would suggest that this arrangement be discussed in advance.

By way of further illustration of the flexibility of the timing of certain deductions, interest may be shifted forward by paying in advance. Property taxes may be shifted to a later year. If the property tax is already delinquent, a delay of another month might save income taxes if the payment is shifted to a later year. It is entirely possible that the amount of income taxes saved will be more than the penalty for late payment.

**2. CHOOSE THE BEST FORM OF PAYMENT.** The following example shows how a taxpayer could save by planning in advance in what form he would make his tax payment—in this case a contribution to a qualified tax-exempt organization. Assume that a lot cost a taxpayer \$1,000 several years ago. He decides to use the proceeds of the sale of the lot, now worth \$5,000, as the source of funds with which to make his contribution to some worthy extraordinary project. If he sells the lot outright, he has a recognized gain for tax purposes amounting to \$4,000. If, on the other hand, he transfers the lot directly, he need not report the gain and



DR. SWICK

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he is allowed as large a deduction as he otherwise would receive.

Advance knowledge of this general rule would permit the taxpayer to select the more desirable method. If a manager closes such a transaction with an unfortunate choice first and worries about the tax consequences later, there is not very much that the accountant or lawyer can do about it except offer sympathy.

### 3. SCHEDULE INCOME FOR BEST TAX ADVANTAGE.

A taxpayer whose income is from wages has little choice in reporting regular wages in any other year than that in which received. If he sells property at a gain, he has more flexibility. In the first place he may wish to make sure that his holding period of the property exceeds six months. By so doing he may reduce his tax on the gain as much as 50 per cent. He may find a considerable tax advantage in accepting payment for the property on the installment payment plan.

Suppose a farmer and his wife, both over sixty-five, decide to sell their farm and to retire. They sell the farm, which has a cost base to them of \$5,000, for \$25,000. If the farm is sold for cash, there is a recognized gain of \$20,000, which probably is subject to a long-term capital gain treatment. A tax of \$2,200 or more, depending on the amount of other income, is to be paid. But this farmer now intends to retire, so that his income in the future may be very modest. If he sells the farm for cash, he has little choice but to pay the tax.

On the other hand, if he receives payment for it at the rate of \$5,000 per year, his tax may be reduced to zero. For the moment, the interest which he would collect is being ignored. By reporting on the installment basis he would report a long-term gain of \$4,000 each year. (Each \$5,000 collected is assumed to represent a recovery of cost to the extent of \$1,000 and gain for the balance.) The \$4,000 long-term gain for all practical purposes is reduced to \$2,000 because of the long-term capital gain deduction.

The farmer and his wife, both being over sixty-five, claim double exemptions which total \$2,400. This is more than enough to offset the gain reported annually. Assuming that interest would be collected in addition to the payments on the principal, an income tax might be paid, but it would be very slight. This saving would be enjoyed, however, only if the farmer knew how the transaction could be closed for a tax advantage.

A taxpayer using a managerial approach to taxes looks at the alternative tax consequences first and, other things being equal, leaps at the plan which results in the lowest tax.

One final illustration may be given of tax planning of a person of modest means who expects to retire. If income during retirement years is from pensions, annuities, interest, rents and dividends, the taxpayer may be allowed a credit against his tax as much as 20 per cent of \$1,200, or \$240.

If, however, he shifts part of the retirement income to his wife, it is possible that the credit or reduction of the tax may be as much as \$480 each year. Pensions probably could not be shifted, but rents, dividends, and interest could be shifted by a transfer of property. Transfers of property, of course, must be arranged ahead of time rather than after the close of the year.

**SUMMARY.** There is no suggestion in the above paragraphs that the amount of the income taxes should govern a decision to the exclusion of other considerations, but an attempt is made to encourage a look at the tax consequences of the various alternatives before a decision is made. Such an outlook may be referred to as a managerial approach to income taxes. It does not matter in principle whether that being managed is one person or a large corporation. The managerial approach will save taxes.

The background of the manager may be strengthened in two ways. In the first place, the manager may add to his own knowledge at little or no cost by listening to news summaries, by reading tax releases and by participating in tax conferences. In the second place, professional assistance may be obtained from those who have a more thorough knowledge of tax laws and the facilities for researching opinions or answers to specific complicated tax questions. By taking advantage of these avenues, the taxpayer can look at the income taxes before he leaps.

## BUSINESS BULLETIN ON RADIO

In the very near future, you may be listening to the *Southern Illinois Business Bulletin* as well as reading it.

Plans are being completed now for a series of radio programs from the SIU School of Business to be tape-recorded and sent to interested local stations in southern Illinois for re-broadcasting.

The title of this series also will be the *Southern Illinois Business Bulletin*. The weekly 15-minute programs will be designed to give southern Illinois listeners news, information, and discussion about business topics which relate to their daily life and work.

School of Business faculty and staff—as well as other SIU faculty people—and businessmen from the southern part of the state will be featured in lectures, panel discussions, and interviews about many phases of business.

Although the exact program titles have not been chosen, some of the general areas to be covered are income tax information for businessmen, new trends in sales and merchandising, the economic outlook for the southern part of the state, and many others.

This publication will carry more information about the radio series, but you might want to watch your local radio program logs for exact times and stations for the *Southern Illinois Business Bulletin*.



# ROSCILARE WATER FLUORIDATED AT DAILY COST OF EIGHT CENTS

By Pete Brown

A simple machine on the second floor of an unassuming brick building in Rosiclare may be the key to a mild revolution in municipal water fluoridation.

The building is Rosiclare's water plant, and the machine is a hand-built contraption designed to draw, concentrated fluorspar in solution and mix it directly into the water supply—the first operation of its kind in the world.

What makes the process different from other fluoridating systems now in operation throughout the U. S. is that it uses plain old fluorspar, which is almost hopelessly insoluble, but which is also dirt cheap—three cents a pound. In other cities the common method is to use expensive fluorine compounds, refined salts which can be mixed directly into the drinking water.

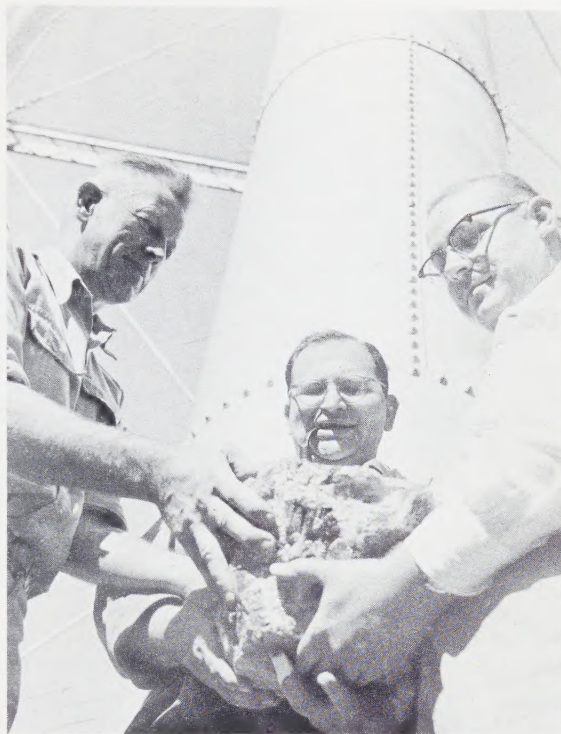
At something like one-third the cost, the Rosiclare machine takes powdered fluorspar, mixes it with water-soluble alum, then does out the result—potable at the one-part-per-million rate prescribed for drinking water. Other plants have tried this, too, but had to shut down once every day or so to clean out machinery-fouling gypsum resulting from the alum-fluoride mixing process. The Rosiclare machine—and this is its best feature—does not produce gypsum out into the water, too. It is inert, non-toxic, and no threat whatsoever to Rosiclare's 10,000 population of 2,000 or so.

Fluorspar itself is a glass-like mineral whose color ranges from a neutral transparency to shades of violet, purple, yellow and green. It is the only natural source of fluorine, used as an oxidizing agent in high energy rocket and missile fuels and is important to the nation's defense effort. Fluorine compounds also are used in the production of steel, aluminum, hydrofluoric acid, glass, and other products.

Behind the Rosiclare experiment is Eldorado's Minerva Oil Company, whose chief chemist, C. B. Rash, was struck with the inspiration after reading an article in the *Journal of American Water Works Association*. In it, Dr. Franz Maier, director of the U. S. Public Health Service's Division of Dental Health, described how a dissolver could be built which would make fluorspar water soluble.

The pilot unit was set up at Bel Air, Maryland, where it is still in operation. Rash, whose company operates two fluorspar mines in Cave-in-Rock, saw the chance to implement a scheme that might revive the flagging fluorspar market as well as provide a valuable community service.

Unlike the Bel Air model, the Minerva dissolver, built to specifications by George Cook and Sons of Evansville, is self-contained and requires no tanks, jars, siphons or other adjuncts to the mixing process.



Men who developed and engineered Rosiclare fluoridation method are shown with chunk of fluorspar ore beneath Rosiclare water tower. From left: Dr. Franz Maier, sanitary director of the U.S. Public Health Service Division of Dental Health in Bethesda, Maryland; Ervin Bellack, chemist for the division, and C. B. Rash, chief chemist for Minerva Oil Company of Eldorado.

ing process.

Footed all the bills, Minerva installed the dissolver at Rosiclare in September, and conducted tests in October, with Maier and his chemist, Ervin Bellack, doing the supervising. Minerva will provide fluorspar and assume costs "as long as the machine is in use" at Rosiclare. For Rosiclare, with its average water consumption of 150,000 gallons a day, fluoridation at a la Minerva will cost about fifty-six cents each week.

It is fitting that tiny Rosiclare is the scene of the project. The town, center of a county-wide industry which produces over 90 per cent of the fluorspar mined in the nation, is looking fretfully into the future. On December 31, the government's fluorspar stockpiling program is scheduled to end, automatically shutting off half of the available market. Imports from the low-wage mines of Mexico and Spain already have cut deep into Hardin County profits.

Widespread adoption of the Rosiclare water fluoridation process would unquestionably give Rosiclare itself an economic shot-in-the-arm. Minerva, now processing some fourteen tons of fluorspar a day, certainly hopes so.

Pete Brown is a writer in the Information Service at Minerva.



## RECENT CAMPAIGNS TO SELL AREA IN CHICAGO AND SAN FRANCISCO

By Ed Hasse

It has been customary in recent years for Southern Illinois towns to send their Chamber of Commerce secretary or a group of civic leaders to other areas and states to meet face-to-face with manufacturers who have announced plans for expansions and plant relocations. In any such specific case, it would seem that this personal contact would be more fruitful than correspondence by mail or telephone.

Supplementing these local efforts directed at a single manufacturer, area-wide organizations have been engaging in what might be termed "general product advertising"—trying to promote the entire region as a good place to live and to do business. In this kind of endeavor, area representatives go to other sections of the country not to sell a specific industrial site but to persuade a variety of manufacturers that their physical requirements can be fulfilled somewhere within the region—whether their primary needs be abundant supplies of water, a large labor force, existing buildings, close-by deposits of coal or fluorspar, natural gas, or interconnecting rail lines.

The goal here is to introduce the prospect to the economic, cultural, recreational, and social advantages of an area that may be unknown to him, or to dispel any misconceptions he may have. In other words, it is to make him think positively about southern Illinois when he is contemplating a Midwest expansion, now or in the future.

While area groups have gone as far as New York and the West Coast with their personal-sell campaigns, other efforts have been concentrated on industries, and on opinion leaders, closer to home.

A number of St. Louis and Chicago manufacturers are in positions to establish branch operations outside the urban complex, for example, but their lack of information about southern Illinois is sometimes appalling. Or, again, they have false notions about the region which are transmitted to their associates elsewhere, to the detriment of southern Illinois. The missionary work being done by southern Illinoisans with business and civic and government leaders in these metropolitan centers is directed at making this area a partner with them in progress instead of a credulous country cousin—a notion that is all too prevalent. The partnership is merited because this area furnishes the labor and the raw material to run the urban machinery and then buys its products.

The writer has been privileged to participate in various of these endeavors aimed at making southern Illinois better known as a region, so that it may get its fair share of industry, tourist business and other economic benefits. In the past several months, there were three of these sales missions which will be described briefly, in chronological order:

### St. Louis Visitors:

Southern Illinois, Incorporated, and Southern Illinois University played hosts to 21 St. Louis business, commerce, engineering and promotional executives September 30. The trip was arranged by the Chamber of Commerce of Metropolitan St. Louis to enable these men to study possibilities for further trade development.

Splitting up in small groups and guided by southern Illinois area representatives, they visited coal mines, factories, quarries, lake projects, shopping centers, and other facilities, according to their individual interests.

At a 6 p.m. dinner in Herrin, the St. Louisans reported on their experiences and gave suggestions for increasing tourist traffic and business revenues. Most of the visitors were unfamiliar with southern Illinois, and they discovered new resources in their fields of interests less than 100 miles from their homes.

Frank C. Steimke, director of research at Walsky Refractories, had not known until he visited Anna that southern Illinois had marble.

Paul K. Justus, General American Life Insurance Company, saw a fertile field for industrial and recreational development in the Crab Orchard Lake area. Joe Cooper, sales manager of Staley Milling Company, saw a "tremendous potential" for poultry because "the St. Louis area needs good, big laying flocks in southern Illinois."

Roger Bacon, D'Arcy Advertising Company executive, brought back the idea that "southern Illinois spirit reminds me of the spirit Texas shows."

The advice they gave will be helpful, but perhaps equally important was the creation of favorable attitudes among this small group of highly placed civic and business leaders who influence large numbers of people.

### San Francisco Trip:

A delegation of nine southern Illinoisans went to the West Coast early in November with a double barreled approach for attracting new industry. They kept pre-arranged appointments with industrialists whose names had been suggested by the San Francisco Bay Area Council and the San Francisco Chamber of Commerce as prospects for Midwest expansion. They also set up a display room in the St. Francis Hotel during the national convention of the Society of Industrial Realtors.

The trip was financed by towns and counties active in Southern Illinois University's program of community development. They were Carlyle, Cobden, Coulterville, East St. Louis, Fairfield, Flora, Mt. Vernon, Mounds, Steeleville, West Frankfort, Pope County, and the Saline Valley Development Association which includes Gallatin and Saline Counties.

Interviews with West Coast industrialists netted two good prospects for new area plants, and several other possibilities for the not so immediate future.





The southern Illinois delegation to San Francisco included (l to r): Robert S. Henderson, SIU industrial consultant; Ethel J. Johnson, East St. Louis realtor; Charles W. McCaulla, Decatur, Illinois Power Company; Robert Garrison, real estate broker; Robert Davenport, Harrisburg furniture dealer; Byron Connell, Mounds, Pulaski County state's attorney; and H. Mason Parker, Marion, Central Illinois Public Service Company. R. A. Bonifield, West Frankfort trucking operator, also made the trip.

Over 100 industrial realtors came to the southern Illinois display room to register for a land giveaway, and to hear members of the team explain the advantages of plant location in the area. On the nights, small sections of industrial properties were given to realtors through drawings—with the stipulation that they be used only for industrial purposes. The sites—at Steeleville, Mt. Vernon, and Pope County—were won by realtors from Columbus, Ohio; Portland, Oregon; and Milwaukee, Wisconsin.

Many of the realtors, including some headquartered on the West Coast, said they had been locating plants in the Midwest for coast-born industries which had expanded their operations greatly and needed to get closer to their markets. Heretofore, they were unaware of southern Illinois' industrial resources.

### "Day" In Chicago:

Southern Illinois, Inc., and Southern Illinois Unity again teamed up in December to present "Southern Illinois Day" in Chicago.

Industries, utilities, the University, and civic agencies put up displays in the Prudential Building and issued special invitations to businessmen, reporters, newspapermen and others to examine some of the area's products and services. Guests were given paperweights made of coal briquets, tiles of veneer stone, gloves manufactured in the area, cans of popcorn from Ridgway, and other novelties. A buffet luncheon was provided by such places as Bunny Bread, Du Quoin Packing Company, Kas Potato Chips, and guests were served with southern Illinois apples and apple cider.

The hospitality hour was sponsored by Central Illinois Public Service Company and Illinois Power Company in the late afternoon, and General Tele-

phone Company hosted a dinner.

Exhibits, in addition to those of the utilities named and the University, were set up by Sinclair Oil, SII, Diagraph Bradley, the Independent Domestic Fluorspar Producers Association, Illinois Electric and Gas, Du Quoin State Fair, Southern Illinois Business Agents Conference, Good Luck Glove, Brown Shoe, Alton Boxboard, Murphysboro Apple Festival, Southern Illinois Recreation Associations, and Monsanto Chemical.

More than 500 persons attended, and sponsors termed the event a success. A Chicago newspaper described the special "Day" as an effort by the downstaters to "sell one area of the state to its urban kin." As in the San Francisco show, visitors were particularly impressed by the co-operation among communities and agencies to promote their entire area, not just one city or factory site.

### Viewpoint

A number of suggestions have been advanced for "sales missions" by southern Illinoisans in other areas, and these involve consumption of time, energy and money.

It is difficult to gauge immediately the long-range results of such efforts, and general product advertising can be analyzed only in terms of its long-range returns. It is unlikely that area representatives on these missions will bring home with them signed contracts for factories or trainloads of tourists. On the other hand, it seems to this writer that these out-of-areas campaigns are planting seeds which will be productive. They are seeds of learning and understanding. This is strictly a personal opinion, but it often seems evident that a prolific display of new attitudes must flower outside the borders of southern Illinois if the area is to achieve its rightful place in the sun.



## MODERN SECRETARY MUST HAVE BROAD KNOWLEDGE OF BUSINESS

The modern secretary needs considerably more qualifications than accurate typing and shorthand, speakers told a fall workshop for secretaries at Southern Illinois University.

Professional secretaries, teachers, an attorney and others emphasized that technological advances and specialization make it imperative for employers to have secretaries they can count on for tasks that go far beyond routine stenographic duties.

"A good secretary," said John S. Rendleman, SIU legal counsel, "is simply an extension of her employer. She provides him with two additional hands, two additional eyes and, we hope, one additional brain to accomplish the tasks which his particular calling demands of him."

Speaking of facets of secretarial work which touch upon legal problems, Rendleman asserted that the primary rule for a secretary is "meticulousness of approach to all situations." He pointed out that "law suits have been started and, I might add won, from the misplacing of a comma."

Rendleman recommended that a secretary could do the following to help protect her boss in litigious matters: retain postmarked envelopes which contain letters of importance and stamp the date of receipt; keep copies of all telegrams sent or received by the office; maintain a journal of incoming and outgoing telephone calls; and keep a complete record of all financial transactions.

He also advised secretaries to become notaries public, suggesting that most employers would gladly "foot the bill for such a service if the convenience of it is brought to their attention."

Reporting on a survey made among women who had taken Certified Professional Secretaries Examinations, Bonnie Lockwood, assistant professor in SIU's Stenographic Service, said taking dictation and transcribing still heads the lists of important duties for secretaries, but among those with enough experience to qualify for CPS exams, composing letters takes almost an equal amount of their time.

Other tasks frequently assigned to CPS secretaries included preparing reports, gathering material for speeches, acting as intermediary for employer or as a consultant, supervising other employees, and keeping books and records.

One secretary illustrated a case where she acted as intermediary: "Decided Director of Marketing should go to Chicago and do nothing on consolidation of our three offices there, since my boss was not available to approve space." Another "met with representative of a potential lessor of certain railroad trackage at the site to work out details and

descriptions of property to be leased for submission to the Counsel of our company."

"Some of the duties reported by these secretaries resemble those of topflight executives, rather than secretaries," Mrs. Lockwood said. "For instance 'Act as Office Manager' did not merely mean signment of work and supervising stenographers but planning work schedules for the immediate department, planning office systems, writing job descriptions, inaugurating training programs, and even writing employee manuals."

### TOOLS OF THE TRADE

Mrs. Arcile Reese, a teacher at Anna-Jonesboro High School, said: "The modern secretary typewrites tabulated reports, business forms, legal forms. She knows how to make corrections neatly and with a minimum of time wasted. In proofreading she quickly catches misspelled words, incorrectly divided words, and omissions. She prepares stencils, composes reports and letters, answers routine mail, makes rapid machine adjustments, uses typewriter controls automatically with facility and speed, locates figures and symbol keys quickly, can change a typewriter ribbon in less than a minute, can judge the length of a letter from her shorthand notes, knows the various letter forms, can transcribe from a dictating machine, and can organize her work."

"She has all of her tools (notebook dated, fountain pen filled, pencils and colored pencils) ready for use before the employer calls her for dictation. She uses her initiative and secures files that may be needed during dictation. During pauses in dictation, she reads her notes, circles words the spelling of which she is not certain, puts in punctuation, and indicates which letters or telegrams are to be transcribed first. She knows when to ask for information and when not to interrupt the boss. She is able to take implied instructions as well as explicit ones."

"She has pride in her work and does it intelligently. She is always improving her skills as well as her general knowledge of the business."

The Secretary's Workshop was sponsored by the Carbondale Chapter of the National Secretaries Association, SIU's Secretarial and Business Education Department, and the University's Division of Area Services.

Other speakers included Mrs. Jessie Cartwright, Home Service Director for Norge Sales Corporation, Chicago; John Mulkin, editor of the *Her Spokesman*; John A. Cochran, associate professor of economics; Harves Rahe, acting chairman of SIU Department of Secretarial and Business Education, and Viola DuFrain, associate professor in the Department.